



# Airport Community Outreach

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## About Pace

- Greater Lansing based
- Integrated marketing
- Focus in behavior change

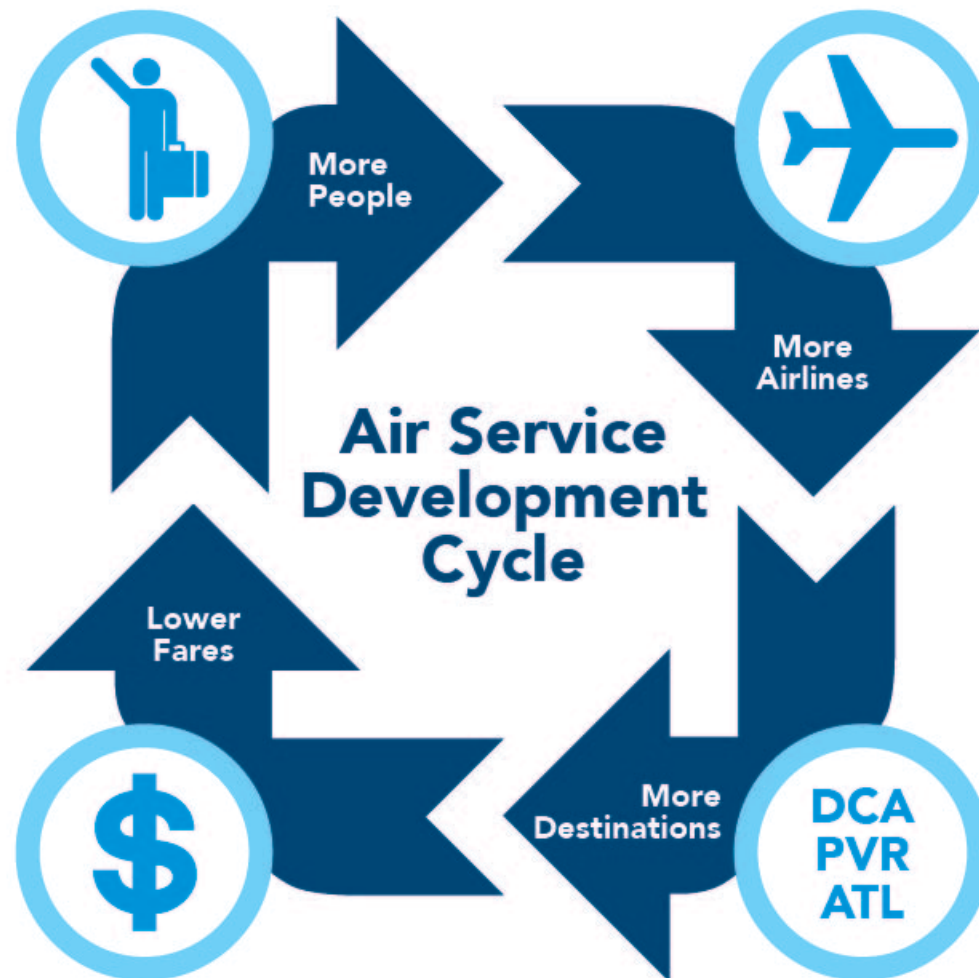


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## Air Service Development Cycle



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## Defining Success

- Stop leakage – get travelers to think LAN first
  - Business travelers
  - Leisure travelers
- Increase load factors – nonstop, connections
- Build community loyalty



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## Consumer-Centric Approach



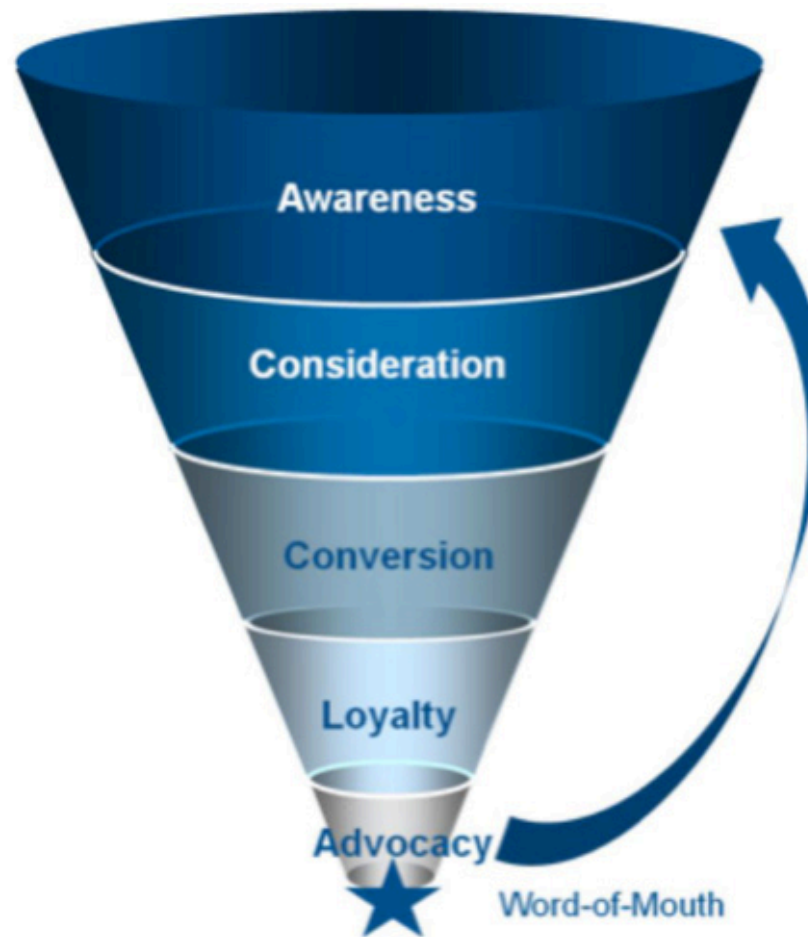
- Research with travelers
  - Why Fly LAN? Why not?
  - Where can LAN compete, be unique?
  - What are key benefits, services, programs?

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## Moving Consumers From Awareness to Advocacy

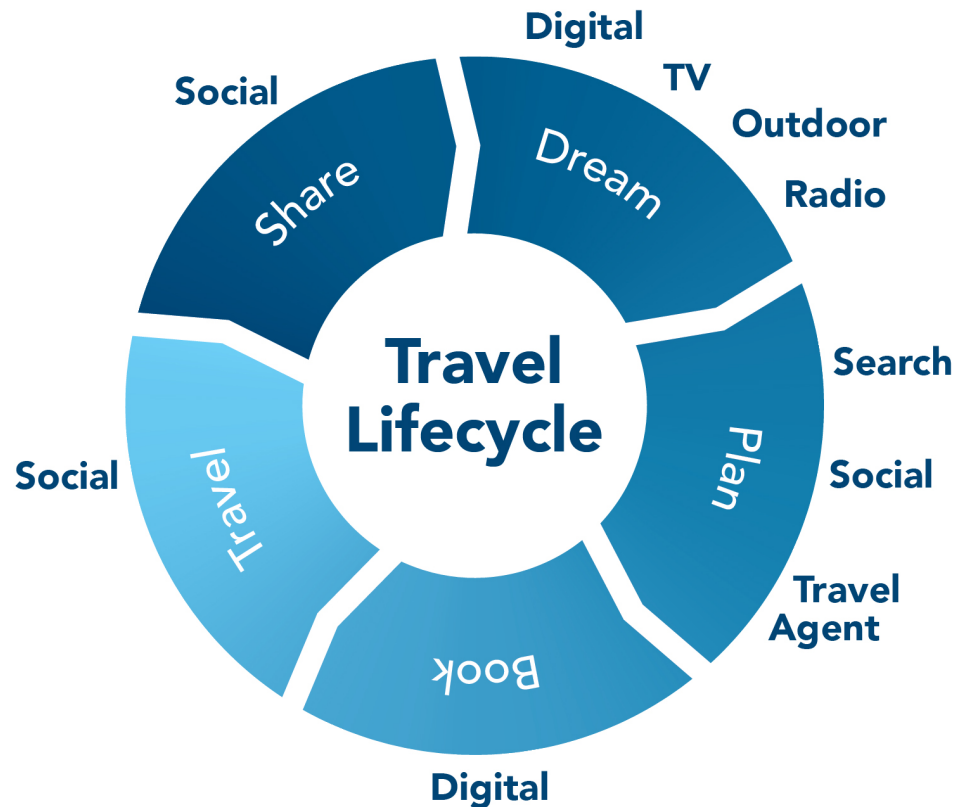


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## 360 Model: Integrated & Targeted



- Engagement at each stage of travel
  - Dream, Plan, Book, Travel, Share
- Integrated, targeted mix of media vehicles

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## Moving Consumers From Awareness to Advocacy





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## Engaging the Connected Traveler

- Seasoned travelers – business and leisure
- Digitally engaged
  - Laptop
  - Tablets
  - Smartphones
- Benefits of digital
  - Targeted
  - Efficient
  - Measureable
  - Ability to respond quickly, optimize
  - More qualified leads



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## Digital Strategies & Tools

- SEO
  - Keyword search
- Web ad strategies
  - Demographic targeting - behavioral
  - Location-based targeting
    - Geo-fencing
    - Geo-conquesting
- Mobile
  - Website
  - Mobilized email
  - Mobile advertising
  - Apps



# The Growth of Social

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## SOCIAL MEDIA: ON THE RISE FOR AIRPORTS



**80%**

of airports have internal  
social media policy



**15%**

of airports have invested more  
than \$50k into social media budget



**33%**

allocated  
\$10k-50k budget  
for social media  
this year  
compared to  
20% a year ago



**50%**

of airports dedicated  
man-hours equivalent  
to one full-time staffer  
to social media



**22%**

of airports allocated  
man-hours equivalent  
to two full-time staffer  
to social media



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## So Many Social Channels...



**Facebook:** Exchange of messages among friends

**Twitter:** Social network/micro-blog, text messages

**LinkedIn:** Professionals. Sharing of like interests

**Blogs:** Casual dialogue. Specific topics, opinions

**Foursquare:** Mobile platform allowing “check-in” at business

**Google +:** Social network, organize people into groups

**YouTube & Vimeo:** Video hosting/watching

**Instagram & Flickr:** Photo and video sharing

**Pinterest:** Virtual bulletin board. “Pin” things you like

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## Value of Social



- Express brand personality – friendly, approachable
- Build relationships, trust – listen, respond, act
- Foster community
- Encourage trial, advocacy
- Participate in conversation – good & bad
- Emergency communication

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## Social Strategy

- Firmly grounded in goals & resources
  - What do you need to accomplish?
  - What audiences do you need to reach?
  - What channels will help drive engagement for those audiences?
- Can staff dedicate resources?
  - Listen and respond in real time, handle customer inquiries, comments, issues



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## How to Get Started

- Follow others
- Determine goals
- Evaluate your resources
- Know your audience
- Have a plan
- Great good content
- Integrate marketing efforts
- Focus on quality, not quantity
- Give up control
- Keep learning



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**Questions?  
Discussion?**





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**Thank you.**

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